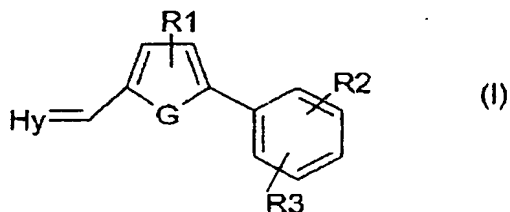


CLAIMS

1. Use of an effective amount of at least one heterocyclic compound of formula (I) or of one of its salts,



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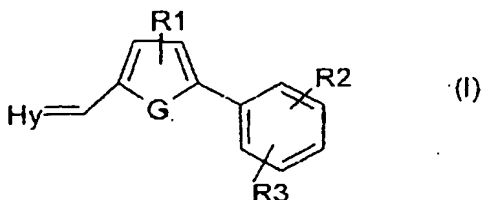
in which:

- Hy represents a heterocycle with 4, 5, 6 or 7 atoms optionally comprising at least one carbonyl functional group and/or one thiocarbonyl functional group, the said heterocycle optionally being substituted by at least one substituent chosen from a halogen, OR, SR, NRR', COR, CSR, NRCONR'R'', C(=NR)R', C(=NR)NR'R'', NRC(=NR')NR''R''', OCOR, COSR, SCOR, CSNRR', NRCSR', NRCSNR'R'', COOR, CONRR', CF₃, CN, NRCOR', SO₂R', SO₂NRR' or NRSO₂R' groups, saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radicals or saturated or unsaturated rings of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for these rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R, R', R'' and R''', which are identical or different, denote a hydrogen, a linear or branched C₁-C₂₀ alkyl radical or an aryl radical which is optionally substituted;
- G represents O, S or NH;

25

- R_1 , R_2 and R_3 represent, independently of one another, a hydrogen, a halogen, an OR_0 , SR_0 , NR_0R_0' , COR_0 , CSR_0 , $NR_0CONR_0'R_0''$, $C(=NR_0)R_0'$, $C(=NR_0)NR_0'R_0''$, $NR_0C(=NR_0')NR_0''R_0'''$, $OCOR_0$, $COSR_0$, $SCOR_0$, $CSNR_0R_0'$, NR_0CSR_0' , $NR_0CSNR_0'R_0''$, $COOR_0$, $CONR_0R_0'$, CF_3 , NO_2 , CN , NR_0COR_0' , SO_2R_0' , $SO_2NR_0R_0'$ or $NR_0SO_2R_0'$ group, a saturated or unsaturated and linear or branched C_1 - C_{20} alkyl radical or at least one saturated or unsaturated ring of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for the rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R_0 , R_0' , R_0'' and R_0''' , which are identical or different, denote a hydrogen, a linear or branched C_1 - C_{20} alkyl radical or an aryl radical which is optionally substituted;
- as agent for inducing and/or stimulating the growth of keratinous fibres, in particular human keratinous fibres, and/or slowing down their loss and/or increasing their density.

2. Cosmetic use of at least one heterocyclic compound of formula (I) or of one of its salts,



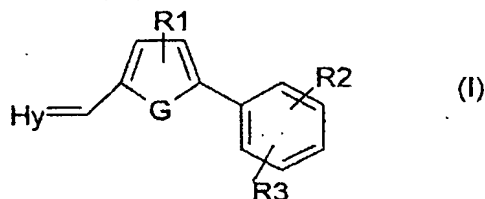
25 in which:

- Hy represents a heterocycle with 4, 5, 6 or 7 atoms optionally comprising at least one carbonyl functional group and/or one thiocarbonyl functional group, the said heterocycle optionally being substituted by at least one substituent chosen from a halogen, OR, SR, NRR', COR, CSR, NRCONR'R'', C(=NR)R', C(=NR)NR'R'', NRC(=NR')NR''R''', OCOR, COSR, SCOR, CSNRR', NRCSR', NRCSNR'R'', COOR, CONRR', CF₃, CN, NRCOR', SO₂R', SO₂NRR' or NRSO₂R' groups, saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radicals or saturated or unsaturated rings of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for these rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R, R', R'' and R''', which are identical or different, denote a hydrogen, a linear or branched C₁-C₂₀ alkyl radical or an aryl radical which is optionally substituted;
- G represents O, S or NH;
- R₁, R₂ and R₃ represent, independently of one another, a hydrogen, a halogen, an OR₀, SR₀, NR₀R₀', COR₀, CSR₀, NR₀CONR₀'R₀'', C(=NR₀)R₀', C(=NR₀)NR₀'R₀'', NR₀C(=NR₀')NR₀''R₀'', OCOR₀, COSR₀, SCOR₀, CSNR₀R₀', NR₀CSR₀', NR₀CSNR₀'R₀'', COOR₀, CONR₀R₀', CF₃, NO₂, CN, NR₀COR₀', SO₂R₀', SO₂NR₀R₀' or NR₀SO₂R₀' group, a saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radical or at least one saturated or unsaturated ring

of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for the rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R_0 , R_0' , R_0'' and R_0''' , which are identical or different, denote a hydrogen, a linear or branched C_1 - C_{20} alkyl radical or an aryl radical which is optionally substituted;

in a cosmetic composition for caring for and/or making up human keratinous fibres in order to induce and/or stimulate their growth, to slow down their loss and/or to increase their density and/or to treat androgenic alopecia.

3. Use of at least one heterocyclic compound of formula (I) or of one of its salts,



in which:

- Hy represents a heterocycle with 4, 5, 6 or 7 atoms optionally comprising at least one carbonyl functional group and/or one thiocarbonyl functional group, the said heterocycle optionally being substituted by at least one substituent chosen from a halogen, OR, SR, NRR' , COR, CSR, $NRCONR'R''$, $C(=NR)R'$, $C(=NR)NR'R''$, $NRC(=NR')NR''R'''$, OCOR, COSR, SCOR, CSNRR', NRCSR', NRCSNR'R'', COOR, CONRR', CF_3 , CN, NRCOR', SO_2R' , SO_2NRR'

or $\text{NRSO}_2\text{R}'$ groups, saturated or unsaturated and linear or branched $\text{C}_1\text{-C}_{20}$ alkyl radicals or saturated or unsaturated rings of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for these

5 rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R , R' , R'' and R''' , which are identical or different, denote a hydrogen, a linear or branched $\text{C}_1\text{-C}_{20}$ alkyl radical or an aryl radical which

10 is optionally substituted;

- G represents O , S or NH ;
- R_1 , R_2 and R_3 represent, independently of one another, a hydrogen, a halogen, an OR_0 , SR_0 , $\text{NR}_0\text{R}_0'$, COR_0 , CSR_0 , $\text{NR}_0\text{CONR}_0'\text{R}_0''$, $\text{C}(=\text{NR}_0)\text{R}_0'$, $\text{C}(=\text{NR}_0)\text{NR}_0'\text{R}_0''$,

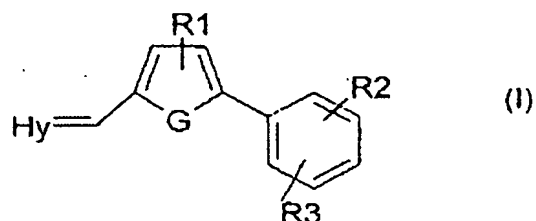
15 $\text{NR}_0\text{C}(=\text{NR}_0')\text{NR}_0''\text{R}_0'''$, OCOR_0 , COSR_0 , SCOR_0 , $\text{CSNR}_0\text{R}_0'$, $\text{NR}_0\text{CSR}_0'$, $\text{NR}_0\text{CSNR}_0'\text{R}_0''$, COOR_0 , $\text{CONR}_0\text{R}_0'$, CF_3 , NO_2 , CN , $\text{NR}_0\text{COR}_0'$, $\text{SO}_2\text{R}_0'$, $\text{SO}_2\text{NR}_0\text{R}_0'$ or $\text{NR}_0\text{SO}_2\text{R}_0'$ group, a saturated or unsaturated and linear or branched $\text{C}_1\text{-C}_{20}$ alkyl radical or at least one saturated or unsaturated ring

20 of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for the rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R_0 , R_0' , R_0'' and R_0''' , which are identical or

25 different, denote a hydrogen, a linear or branched $\text{C}_1\text{-C}_{20}$ alkyl radical or an aryl radical which is optionally substituted;

in the preparation of a composition for caring for or treating human keratinous fibres intended to induce and/or stimulate the growth of the fibres and/or to slow down their loss and/or to increase their density and/or to treat androgenic alopecia.

4. Use of at least one heterocyclic compound of formula (I) or of one of its salts,



in which:

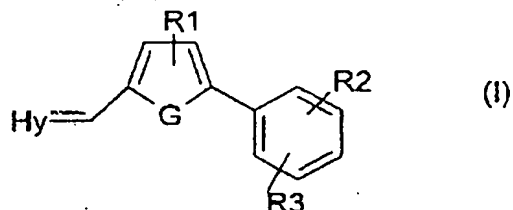
- 10 - Hy represents a heterocycle with 4, 5, 6 or 7 atoms optionally comprising at least one carbonyl functional group and/or one thiocarbonyl functional group, the said heterocycle optionally being substituted by at least one substituent chosen from a halogen, OR, SR, NRR', COR, CSR, NRCONR'R'', C(=NR)R', C(=NR)NR'R'', NRC(=NR')NR''R''', OCOR, COSR, SCOR, CSNRR', NRCSR', NRCSNR'R'', COOR, CONRR', CF₃, CN, NRCOR', SO₂R', SO₂NRR' or NRSO₂R' groups, saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radicals or saturated or
- 20 unsaturated rings of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for these rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R, R', R'' and R''', which are
- 25 identical or different, denote a hydrogen, a linear or

branched C₁-C₂₀ alkyl radical or an aryl radical which is optionally substituted;

- G represents O, S or NH;

- R₁, R₂ and R₃ represent, independently of one another,
 5 a hydrogen, a halogen, an OR₀, SR₀, NR₀R₀', COR₀, CSR₀,
 NR₀CONR₀'R₀", C(=NR₀)R₀', C(=NR₀)NR₀'R₀",
 NR₀C(=NR₀')NR₀"R₀", OCOR₀, COSR₀, SCOR₀, CSNR₀R₀',
 NR₀CSR₀', NR₀CSNR₀'R₀", COOR₀, CONR₀R₀', CF₃, NO₂, CN,
 NR₀COR₀', SO₂R₀', SO₂NR₀R₀' or NR₀SO₂R₀' group, a saturated
 10 or unsaturated and linear or branched C₁-C₂₀ alkyl
 radical or at least one saturated or unsaturated ring
 of 4 to 7 atoms optionally comprising at least one
 heteroatom, it being possible for the rings to be
 separate or fused, it being possible for the alkyl
 15 radicals and the rings, in addition, to be substituted,
 where R₀, R₀', R₀" and R₀", which are identical or
 different, denote a hydrogen, a linear or branched
 C₁-C₂₀ alkyl radical or an aryl radical which is
 optionally substituted;
- 20 as inhibitor of 15-hydroxyprostaglandin dehydrogenase,
 in particular human 15-hydroxyprostaglandin
 dehydrogenase.

5. Use of at least one heterocyclic
 compound of formula (I) or of one of its salts,



in which:

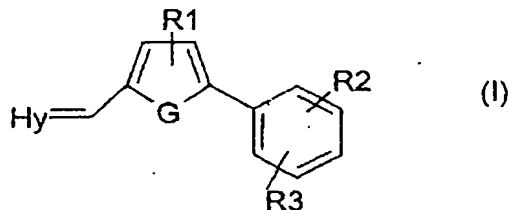
- Hy represents a heterocycle with 4, 5, 6 or 7 atoms optionally comprising at least one carbonyl functional group and/or one thiocarbonyl functional group, the said heterocycle optionally being substituted by at least one substituent chosen from a halogen, OR, SR, NRR', COR, CSR, NRCONR'R'', C(=NR)R', C(=NR)NR'R'', NRC(=NR')NR''R''', OCOR, COSR, SCOR, CSNRR', NRCSR', NRCSNR'R'', COOR, CONRR', CF₃, CN, NRCOR', SO₂R', SO₂NRR' or NRSO₂R' groups, saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radicals or saturated or unsaturated rings of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for these rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R, R', R'' and R''', which are identical or different, denote a hydrogen, a linear or branched C₁-C₂₀ alkyl radical or an aryl radical which is optionally substituted;
- G represents O, S or NH;
- R₁, R₂ and R₃ represent, independently of one another, a hydrogen, a halogen, an OR₀, SR₀, NR₀R₀', COR₀, CSR₀, NR₀CONR₀'R₀'', C(=NR₀)R₀', C(=NR₀)NR₀'R₀'', NR₀C(=NR₀')NR₀''R₀'', OCOR₀, COSR₀, SCOR₀, CSNR₀R₀', NR₀CSR₀', NR₀CSNR₀'R₀'', COOR₀, CONR₀R₀', CF₃, NO₂, CN, NR₀COR₀', SO₂R₀', SO₂NR₀R₀' or NR₀SO₂R₀' group, a saturated or unsaturated and linear or branched C₁-C₂₀ alkyl

radical or at least one saturated or unsaturated ring of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for the rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R_0 , R_0' , R_0'' and R_0''' , which are identical or different, denote a hydrogen, a linear or branched C_1 - C_{20} alkyl radical or an aryl radical which is optionally substituted;

10 in the manufacture of a composition for caring for or treating human keratinous fibres intended to treat disorders related to 15-hydroxyprostaglandin dehydrogenase in man.

6. Use according to one of the preceding claims, characterized in that the keratinous fibres are the hair, eyebrows, eyelashes, beard hairs, moustache hairs and pubic hairs.

7. Use of an effective amount of at least one heterocyclic compound of formula (I) or of one of its salts,



in which:

- Hy represents a heterocycle with 4, 5, 6 or 7 atoms optionally comprising at least one carbonyl functional group and/or one thiocarbonyl functional group, the

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said heterocycle optionally being substituted by at least one substituent chosen from a halogen, OR, SR, NRR', COR, CSR, NRCONR'R'', C(=NR)R', C(=NR)NR'R'', NRC(=NR')NR''R''', OCOR, COSR, SCOR, CSNRR', NRCSR',

5 NRCSNR'R'', COOR, CONRR', CF₃, CN, NRCOR', SO₂R', SO₂NRR' or NRSO₂R' groups, saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radicals or saturated or unsaturated rings of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for these

10 rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R, R', R'' and R''', which are identical or different, denote a hydrogen, a linear or branched C₁-C₂₀ alkyl radical or an aryl radical which

15 is optionally substituted;

- G represents O, S or NH;
- R₁, R₂ and R₃ represent, independently of one another, a hydrogen, a halogen, an OR₀, SR₀, NR₀R₀', COR₀, CSR₀, NR₀CONR₀'R₀'', C(=NR₀)R₀', C(=NR₀)NR₀'R₀'',

20 NR₀C(=NR₀')NR₀''R₀'', OCOR₀, COSR₀, SCOR₀, CSNR₀R₀', NR₀CSR₀', NR₀CSNR₀'R₀'', COOR₀, CONR₀R₀', CF₃, NO₂, CN, NR₀COR₀', SO₂R₀', SO₂NR₀R₀' or NR₀SO₂R₀' group, a saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radical or at least one saturated or unsaturated ring

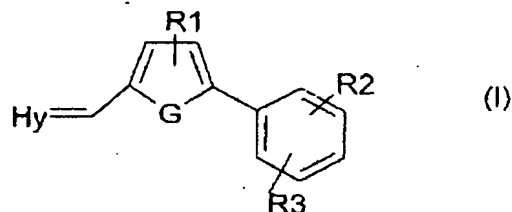
25 of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for the rings to be separate or fused, it being possible for the alkyl

radicals and the rings, in addition, to be substituted, where R_0 , R_0' , R_0'' and R_0''' , which are identical or different, denote a hydrogen, a linear or branched C_1 - C_{20} alkyl radical or an aryl radical which is

5 optionally substituted;

in a cosmetic composition for human hair care in order to reduce hair loss and/or to increase hair density and/or to treat androchronogenetic alopecia and/or to treat alopecia of natural origin.

10 8. Use of at least one heterocyclic compound of formula (I) or of one of its salts,



in which:

- Hy represents a heterocycle with 4, 5, 6 or 7 atoms optionally comprising at least one carbonyl functional group and/or one thiocarbonyl functional group, the said heterocycle optionally being substituted by at least one substituent chosen from a halogen, OR, SR, NRR', COR, CSR, NRCONR'R'', C(=NR)R', C(=NR)NR'R'', NRC(=NR')NR''R''', OCOR, COSR, SCOR, CSNRR', NRCSR', NRCSNR'R'', COOR, CONRR', CF₃, CN, NRCOR', SO₂R', SO₂NRR' or NRSO₂R' groups, saturated or unsaturated and linear or branched C_1 - C_{20} alkyl radicals or saturated or unsaturated rings of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for these

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rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R, R', R'' and R''', which are identical or different, denote a hydrogen, a linear or branched C₁-C₂₀ alkyl radical or an aryl radical which is optionally substituted;

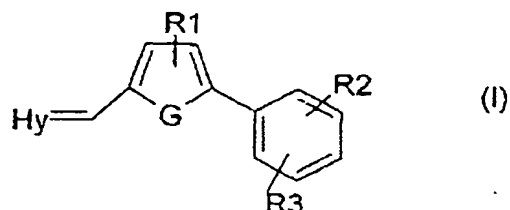
- G represents O, S or NH;

- R₁, R₂ and R₃ represent, independently of one another, a hydrogen, a halogen, an OR₀, SR₀, NR₀R₀', COR₀, CSR₀, NR₀CONR₀'R₀'', C(=NR₀)R₀', C(=NR₀)NR₀'R₀'', NR₀C(=NR₀')NR₀'R₀'', OCOR₀, COSR₀, SCOR₀, CSNR₀R₀', NR₀CSR₀', NR₀CSNR₀'R₀'', COOR₀, CONR₀R₀', CF₃, NO₂, CN, NR₀COR₀', SO₂R₀', SO₂NR₀R₀' or NR₀SO₂R₀' group, a saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radical or at least one saturated or unsaturated ring of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for the rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R₀, R₀', R₀' and R₀'', which are identical or different, denote a hydrogen, a linear or branched C₁-C₂₀ alkyl radical or an aryl radical which is optionally substituted;

in the preparation of a human hair composition intended to induce and/or stimulate the growth of the hair and/or to slow down hair loss and/or to increase hair

density and/or to treat androgenic alopecia and/or to treat alopecia of natural origin.

9. Use of at least one heterocyclic compound of formula (I) or of one of its salts,



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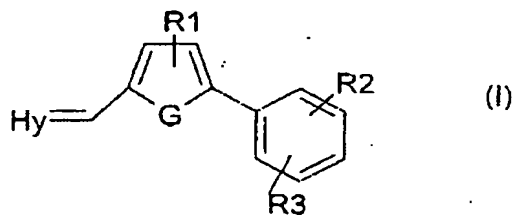
in which:

- Hy represents a heterocycle with 4, 5, 6 or 7 atoms optionally comprising at least one carbonyl functional group and/or one thiocarbonyl functional group, the
- 10 said heterocycle optionally being substituted by at least one substituent chosen from a halogen, OR, SR, NRR', COR, CSR, NRCONR'R'', C(=NR)R', C(=NR)NR'R'', NRC(=NR')NR''R''', OCOR, COSR, SCOR, CSNRR', NRCSR', NRCSNR'R'', COOR, CONRR', CF₃, CN, NRCOR', SO₂R', SO₂NRR'
- 15 or NRSO₂R' groups, saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radicals or saturated or unsaturated rings of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for these rings to be separate or fused, it being possible for
- 20 the alkyl radicals and the rings, in addition, to be substituted, where R, R', R'' and R''', which are identical or different, denote a hydrogen, a linear or branched C₁-C₂₀ alkyl radical or an aryl radical which is optionally substituted;
- 25 - G represents O, S or NH;

- R_1 , R_2 and R_3 represent, independently of one another, a hydrogen, a halogen, an OR_0 , SR_0 , NR_0R_0' , COR_0 , CSR_0 , $NR_0CONR_0'R_0''$, $C(=NR_0)R_0'$, $C(=NR_0)NR_0'R_0''$, $NR_0C(=NR_0')NR_0''R_0'''$, $OCOR_0$, $COSR_0$, $SCOR_0$, $CSNR_0R_0'$, NR_0CSR_0' , $NR_0CSNR_0'R_0''$, $COOR_0$, $CONR_0R_0'$, CF_3 , NO_2 , CN , NR_0COR_0' , SO_2R_0' , $SO_2NR_0R_0'$ or $NR_0SO_2R_0'$ group, a saturated or unsaturated and linear or branched C_1 - C_{20} alkyl radical or at least one saturated or unsaturated ring of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for the rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R_0 , R_0' , R_0'' and R_0''' , which are identical or different, denote a hydrogen, a linear or branched C_1 - C_{20} alkyl radical or an aryl radical which is optionally substituted;

in a cosmetic composition for caring for and/or for making up human eyelashes for inducing and/or stimulating the growth of the eyelashes and/or increasing their density.

10. Use of at least one heterocyclic compound of formula (I) or of one of its salts,



in which:

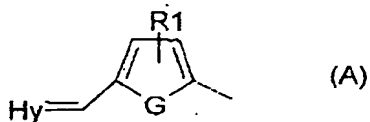
- Hy represents a heterocycle with 4, 5, 6 or 7 atoms optionally comprising at least one carbonyl functional group and/or one thiocarbonyl functional group, the said heterocycle optionally being substituted by at least one substituent chosen from a halogen, OR, SR, NRR', COR, CSR, NRCONR'R'', C(=NR)R', C(=NR)NR'R'', NRC(=NR')NR''R''', OCOR, COSR, SCOR, CSNRR', NRCSR', NRCSNR'R'', COOR, CONRR', CF₃, CN, NRCOR', SO₂R', SO₂NRR' or NRSO₂R' groups, saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radicals or saturated or unsaturated rings of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for these rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R, R', R'' and R''', which are identical or different, denote a hydrogen, a linear or branched C₁-C₂₀ alkyl radical or an aryl radical which is optionally substituted;
- G represents O, S or NH;
- R₁, R₂ and R₃ represent, independently of one another, a hydrogen, a halogen, an OR₀, SR₀, NR₀R₀', COR₀, CSR₀, NR₀CONR₀'R₀'', C(=NR₀)R₀', C(=NR₀)NR₀'R₀'', NR₀C(=NR₀')NR₀''R₀'', OCOR₀, COSR₀, SCOR₀, CSNR₀R₀', NR₀CSR₀', NR₀CSNR₀'R₀'', COOR₀, CONR₀R₀', CF₃, NO₂, CN, NR₀COR₀', SO₂R₀', SO₂NR₀R₀' or NR₀SO₂R₀' group, a saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radical or at least one saturated or unsaturated ring

of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for the rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R_0 , R_0' , R_0'' and R_0''' , which are identical or different, denote a hydrogen, a linear or branched C_1 - C_{20} alkyl radical or an aryl radical which is optionally substituted;

in the preparation of a composition for caring for and/or treating human eyelashes intended to induce and/or stimulate the growth of the eyelashes and/or to increase their density.

11. Use according to one of the preceding claims, characterized in that the heteroatom or heteroatoms of Hy are chosen from O, N or S.

12. Use according to one of the preceding claims, characterized in that R_2 and R_3 are in the para- or meta-position with regard to the following part A:



13. Use according to one of the preceding claims, characterized in that R_1 represents a hydrogen atom.

14. Use according to one of the preceding claims, characterized in that at least one of the R_2 and R_3 groups represents CF_3 , OR_0 or $COOR_0$ with R_0 being H or

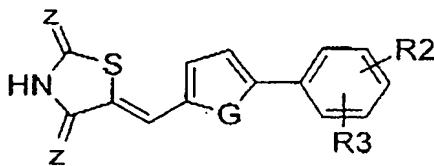
a saturated or unsaturated, linear or branched, C₁-C₂₀, better still C₁-C₁₀, alkyl radical.

15. Use according to the preceding claim, characterized in that COOR₀ represents COOH or COOCH₂-
5 CH₃.

16. Use according to one of the preceding claims, characterized in that R₂ represents COOH and R₃ represents H; R₂ represents COOCH₂-CH₃ and R₃ represents H; or R₂ and R₃ represent CF₃ or OCH₃.

10 17. Use according to one of the preceding claims, characterized in that the compound of formula (I) comprises one or two carbonyl groups, the carbon of which groups forms part of the heterocycle.

18. Use according to one of the preceding
15 claims, characterized in that the heterocyclic compound exhibits the following formula (IIIa) or the corresponding salt form:



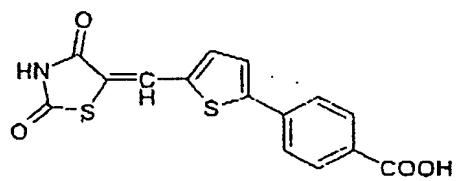
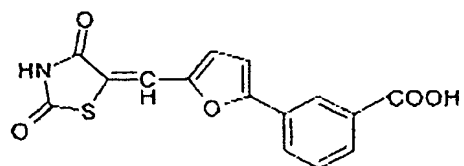
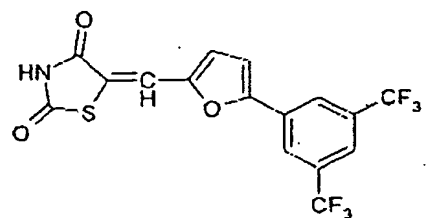
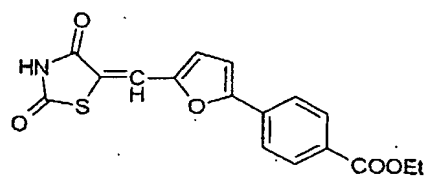
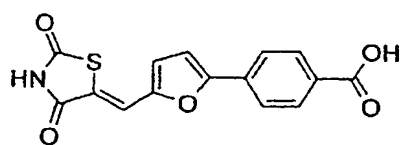
in which Z, Z' and G independently represent O or S;
20 and at least one of the R₂ and R₃ groups represents CF₃, OR₀ or COOR₀ with R₀ being H or a saturated or unsaturated, linear or branched, C₁-C₂₀, better still C₁-C₁₀, alkyl radical.

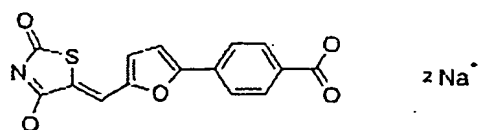
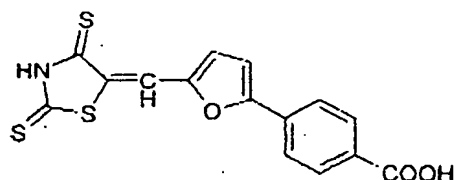
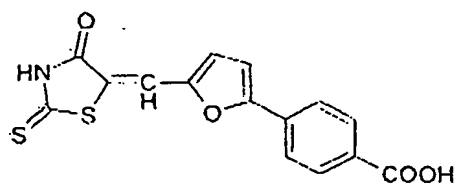
19. Use according to one of the preceding claims, characterized in that the compound of formula (I) comprises a thiazolidinedione ring.

20. Use according to Claim 18, characterized
5 in that, when $Z = Z' = G$, at least one of the R_2 and R_3 groups represents CF_3 or $COOR_0$ with R_0 being a saturated, linear or branched, C_1 - C_{10} , better still C_1 - C_5 , alkyl radical; or, when $Z = Z'$ and are different from G , at least one of the R_2 and R_3 groups represents
10 CF_3 or $COOR_0$ with R_0 being H .

21. Use according to one of the preceding claims, characterized in that the salt of the compound of formula (I) is a salt chosen from sodium salts, potassium salts, salts of zinc (Zn^{2+}), of calcium (Ca^{2+}),
15 of copper (Cu^{2+}), of iron (Fe^{2+}), of strontium (Sr^{2+}), of magnesium (Mg^{2+}), of manganese (Mn^{2+}) or of ammonium, triethanolamine, monoethanolamine, diethanolamine, hexadecylamine, N,N,N',N' -tetrakis(2-hydroxypropyl)-ethylenediamine or tris(hydroxymethyl)aminomethane
20 salts, or hydroxides, carbonates, halides, sulphates, phosphates or nitrates.

22. Use according to one of the preceding claims, characterized in that the compound is chosen from:

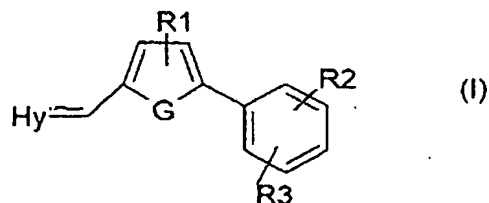




23. Use according to one of the preceding claims, characterized in that the compound of formula (I) or a mixture of compounds of formula (I) is used at a concentration ranging from 10^{-3} to 10%, preferably from 10^{-2} to 2%, with respect to the total weight of the composition.

24. Use according to one of Claims 2 to 23, characterized in that the composition is a composition for topical application.

25. Composition for caring for or making up keratinous fibres comprising a physiologically acceptable medium and an effective amount of at least [lacuna] heterocyclic compound of formula (I) or of one of its salts,



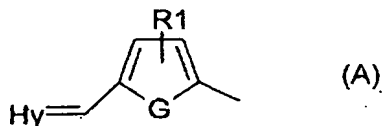
in which:

- Hy represents a heterocycle with 4, 5, 6 or 7 atoms optionally comprising at least one carbonyl functional group and/or one thiocarbonyl functional group, the said heterocycle optionally being substituted by at least one substituent chosen from a halogen, OR, SR, NRR', COR, CSR, NRCONR'R'', C(=NR)R', C(=NR)NR'R'', NRC(=NR')NR''R''', OCOR, COSR, SCOR, CSNRR', NRCSR', NRCSNR'R'', COOR, CONRR', CF₃, CN, NRCOR', SO₂R', SO₂NRR' or NRSO₂R' groups, saturated or unsaturated and linear or branched C₁-C₂₀ alkyl radicals or saturated or unsaturated rings of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for these rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R, R', R'' and R''', which are identical or different, denote a hydrogen, a linear or branched C₁-C₂₀ alkyl radical or an aryl radical which is optionally substituted;
- G represents O, S or NH;
- R₁, R₂ and R₃ represent, independently of one another, a hydrogen, a halogen, an OR₀, SR₀, NR₀R₀', COR₀, CSR₀, NR₀CONR₀'R₀'', C(=NR₀)R₀', C(=NR₀)NR₀'R₀'', NR₀C(=NR₀')NR₀''R₀'', OCOR₀, COSR₀, SCOR₀, CSNR₀R₀', NR₀CSR₀', NR₀CSNR₀'R₀'', COOR₀, CONR₀R₀', CF₃, NO₂, CN, NR₀COR₀', SO₂R₀', SO₂NR₀R₀' or NR₀SO₂R₀' group, a saturated or unsaturated and linear or branched C₁-C₂₀ alkyl

radical or at least one saturated or unsaturated ring of 4 to 7 atoms optionally comprising at least one heteroatom, it being possible for the rings to be separate or fused, it being possible for the alkyl radicals and the rings, in addition, to be substituted, where R_0 , R_0' , R_0'' and R_0''' , which are identical or different, denote a hydrogen, a linear or branched C_1 - C_{20} alkyl radical or an aryl radical which is optionally substituted.

26. Composition according to Claim 25, characterized in that the heteroatom or heteroatoms of Hy are chosen from O, N or S.

27. Composition according to Claim 25 or 26, characterized in that R_2 and R_3 are in the para- or meta-position with regard to the following part A:



28. Composition according to one of Claims 25 to 27, characterized in that R_1 represents a hydrogen atom.

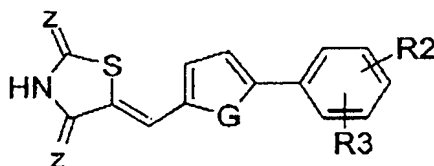
29. Composition according to one of Claims 25 to 28, characterized in that at least one of the R_2 and R_3 groups represents CF_3 , OR_0 or $COOR_0$ with R_0 being H or a saturated or unsaturated, linear or branched, C_1 - C_{20} , better still C_1 - C_{10} , alkyl radical.

30. Composition according to one of Claims 25 to 29, characterized in that COOR_0 represents COOH or $\text{COOCH}_2\text{-CH}_3$.

31. Composition according to one of
 5 Claims 25 to 30, characterized in that R_2 represents COOH and R_3 represents H ; R_2 represents $\text{COOCH}_2\text{-CH}_3$ and R_3 represents H ; or R_2 and R_3 represent CF_3 or OCH_3 .

32. Composition according to one of Claims 25 to 31, characterized in that the compound of
 10 formula (I) comprises one or two carbonyl groups, the carbon of which groups forms part of the heterocycle.

33. Composition according to one of Claims 25 to 32, characterized in that the heterocyclic compound exhibits the following formula (IIIa) or the
 15 form of a salt:



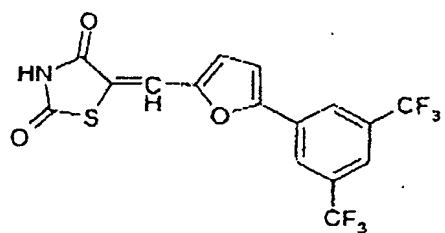
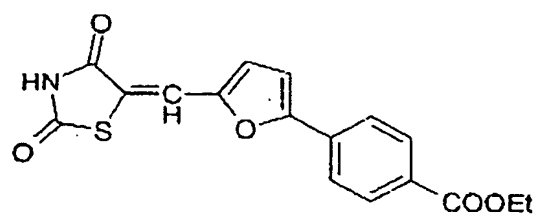
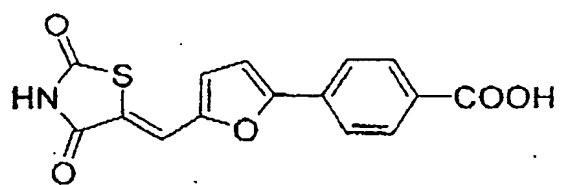
in which Z, Z' and G independently represent O or S;
 and at least one of the R_2 and R_3 groups represent CF_3 ,
 OR_0 or COOR_0 with R_0 being H or a saturated or
 20 unsaturated, linear or branched, $\text{C}_1\text{-C}_{20}$, better still
 $\text{C}_1\text{-C}_{10}$, alkyl radical.

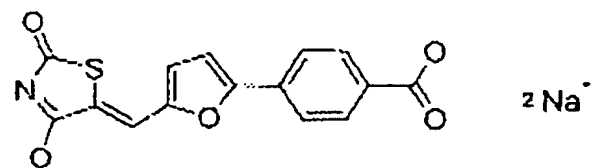
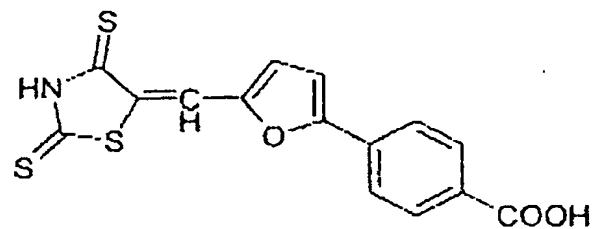
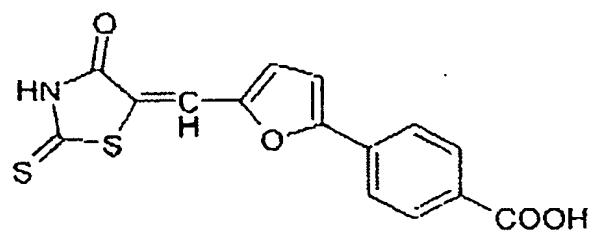
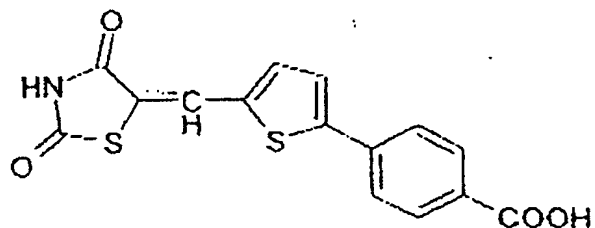
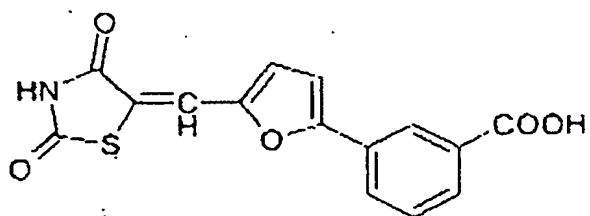
34. Composition according to one of Claims 25 to 33, characterized in that the compound of formula (I) comprises a 1,3-thiazolidine-2,4-dione
 25 ring.

35. Composition according to Claim 34, characterized in that, when $Z = Z' = G$, at least one of the R_2 and R_3 groups represents CF_3 or $COOR_0$ with R_0 being a saturated, linear or branched, C_1 - C_{10} , better still C_1 - C_5 , alkyl radical; or, when $Z = Z'$ and are different from G , at least one of the R_2 and R_3 groups represents CF_3 or $COOR_0$ with R_0 being H .

36. Composition according to one of Claims 25 to 35, characterized in that the salt of the compound of formula (I) is a salt chosen from sodium salts, potassium salts, salts of zinc (Zn^{2+}), of calcium (Ca^{2+}), of copper (Cu^{2+}), of iron (Fe^{2+}), of strontium (Sr^{2+}), of magnesium (Mg^{2+}), of manganese (Mn^{2+}) or of ammonium, triethanolamine, monoethanolamine, diethanolamine, hexadecylamine, N,N,N',N' -tetrakis(2-hydroxypropyl)ethylenediamine or tris(hydroxymethyl)-aminomethane salts, or hydroxides, carbonates, halides, sulphates, phosphates or nitrates.

37. Composition according to one of Claims 25 to 36, characterized in that the compound of formula (I) is chosen from the following compounds:





38. Composition according to one of Claims 25 to 37, characterized in that the compound of formula (I) is used at a concentration ranging from 10^{-3} to 10%, preferably from 10^{-2} to 2%, with respect to the total weight of the composition.

39. Composition according to one of Claims 25 to 38, characterized in that it is provided in the form of a cream or lotion for hair care, of a shampoo or conditioner, of a hair mascara or of a
5 mascara for the eyelashes.

40. Composition according to one of Claims 25 to 39, characterized in that the composition is in the form of an aqueous, alcoholic or aqueous/alcoholic solution or suspension.

10 41. Composition according to one of Claims 25 to 40, characterized in that it comprises other ingredients chosen from solvents, thickeners or gelling agents for the aqueous phase or for the oily phase, colouring materials which are soluble in the
15 medium of the composition, fillers or pigments, antioxidants, preservatives, fragrances, electrolytes, neutralizing agents, film-forming polymers, UV blocking agents, cosmetic and pharmaceutical active principles, other than the compounds of formula (I), or their
20 mixtures.

42. Composition according to one of Claims 25 to 41, characterized in that it comprises at least [lacuna] additional active compound which promotes the regrowth and/or which limits the loss of
25 keratinous fibres.

43. Composition according to one of Claims 25 to 42, characterized in that it comprises at

least one additional compound which promotes hair
 regrowth and/or limits hair loss chosen from aminexil,
 6-O-[(9Z,12Z)-octadeca-9,12-dienoyl]hexapyranose,
 potassium channel agonists, lipxygenase inhibitors,
 5 bradykinin inhibitors, prostaglandins and their
 derivatives, prostaglandin receptor agonists or
 antagonists, nonprostanoid prostaglandin analogues,
 vasodilators, antiandrogens, cyclosporins and their
 analogues, antimicrobials, anti-inflammatories,
 10 retinoids, benzalkonium chloride, benzethonium
 chloride, phenol, oestradiol, chlorpheniramine maleate,
 chlorophyllin derivatives, cholesterol, cysteine,
 methionine, menthol, peppermint oil, calcium
 pantothenate, panthenol, resorcinol, protein kinase C
 15 activators, glycosidase inhibitors,
 glycosaminoglycanase inhibitors, pyroglutamic acid
 esters, hexosaccharidic acid or acylhexosaccharic acid,
 aryl-substituted ethylenes, N-acylated amino acids,
 flavonoids, ascomycin derivatives and analogues,
 20 histamine antagonists, saponins, proteoglycanase
 inhibitors, oestrogen agonists and antagonists,
 pseudopterin, cytokines and growth factor promoters,
 IL-1 or IL-6 inhibitors, IL-10 promoters, TNF
 inhibitors, vitamins, benzophenones, hydantoin,
 25 octopirox, retinoic acid, antipruritic agents, agents
 for combating parasites, antifungals, nicotinic acid
 esters, calcium antagonist agents, hormones,

triterpenes, anti-androgen agents, steroidal or nonsteroidal inhibitors of 5 α -reductases, FP receptor agonists, or their mixtures.

44. Composition according to Claim 43,
5 characterized in that the additional compound is chosen from aminexil, FP receptor agonists and vasodilators.

45. Composition according to one of
Claims 25 to 44, characterized in that it additionally
comprises another active principle chosen from
10 proteins, protein hydrolysates, amino acids, polyols, urea, allantoin, sugars and sugar derivatives, plant extracts, hydroxy acids, retinol or tocopherol derivatives, essential fatty acids, ceramides, essential oils, salicylic acid or its derivatives, such
15 as 5-(n-octanoyl)salicylic acid, esters of hydroxy acids, and phospholipids.

46. Composition for caring for or making up
keratinous fibres comprising, in a physiologically
acceptable medium, in particular a cosmetic medium, at
20 least one compound of formula (I) or one of its salts and at least one additional active principle which promotes the regrowth of human keratinous fibres and/or which limits their loss chosen from aminexil, FP
receptor agonists and vasodilators.

25 47. Composition according to one of
Claims 42 to 46, characterized in that the additional

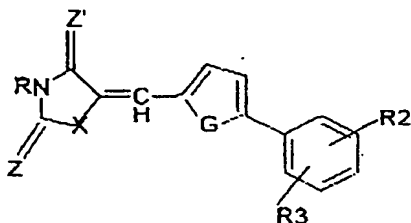
active principle is chosen from aminexil, minoxidil, latanoprost, butaprost and travoprost.

48. Process for the cosmetic treatment of keratinous fibres and/or of the skin from where the
5 said fibres emerge, characterized in that it consists in applying, to the fibres and/or the skin, a cosmetic composition as defined in any one of Claims 25 to 47, in leaving this composition in contact with the fibres and/or the skin and optionally in rinsing.

10 49. Process for the cosmetic care of and/or for making up human eyelashes for the purpose of improving their condition and/or their appearance, characterized in that it consists in applying, to the eyelashes and/or eyelids, a mascara composition
15 comprising at least one compound of formula (I) or one of its salts and in leaving this composition in contact with the eyelashes and/or eyelids.

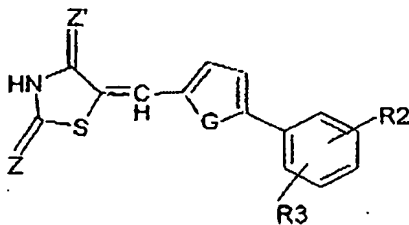
50. Process for the cosmetic care of human hair and/or the human scalp for the purpose of
20 improving their condition and/or their appearance, characterized in that it consists in applying, to the hair and/or the scalp, a cosmetic composition comprising an effective amount of at least one compound of formula (I) or one of its salts, in leaving this
25 composition in contact with the hair and/or the scalp and optionally in rinsing the hair and/or the scalp.

51. Heterocyclic compound of following formula (IV) or one of its salts:



in which Z, Z' and G independently represent O or S; X
 5 represents O, NH or S; R represents hydrogen or a
 saturated, linear or branched, C₁-C₁₀ alkyl radical; and
 at least one of the R₂ and R₃ groups represents a
 hydrogen, CN, NO₂, CF₃, a phenyl, OR₀ or COOR₀ radical or
 a saturated, linear or branched, C₁-C₂₀, better still
 10 C₁-C₁₀, alkyl radical optionally substituted by OR₀ with
 R₀ being H or a saturated, linear or branched, C₁-C₂₀,
 better still C₁-C₁₀, alkyl radical, provided that, when
 X = S and Z = Z' = G or Z ≠ Z', then R₂ and R₃ are other
 than COOH.

15 52. Heterocyclic compound of following formula (V) or one of its salts:



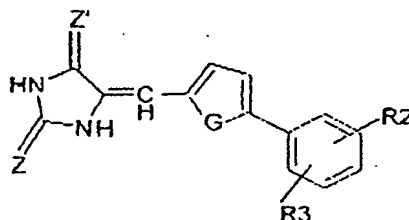
in which Z, Z' and G independently represent O or S;
 and at least one of the R₂ and R₃ groups represents
 20 phenyl, NO₂, CF₃, OR₀, COOR₀ or a saturated, linear or
 branched, C₁-C₂₀, better still C₁-C₁₀, alkyl radical

optionally substituted by OR_0 with R_0 being H or a saturated, linear or branched, C_1-C_{20} , better still C_1-C_{10} , alkyl radical, provided that, when $Z = Z' = G$ or $Z \neq Z'$, then R_2 and R_3 are other than $COOH$.

5 53. Compound according to Claim 51 or 52, characterized in that, when $Z = Z' = G$, at least one of the R_2 and R_3 groups represents CF_3 , OR_0 or $COOR_0$ with R_0 being a saturated, linear or branched, C_1-C_{10} , better still C_1-C_5 , alkyl radical; or, when $Z = Z'$ and are
10 different from G, at least one of the R_2 and R_3 groups represents CF_3 or $COOR_0$ with R_0 being H.

54. Compound according to one of Claims 51 to 53, characterized in that it is the disodium salt of
15 4-{5-[(2,4-disulpho-1,3-thiazolidin-5-ylidene)methyl]-2-furyl}benzoic acid.

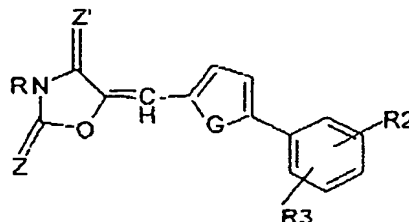
55. Compound according to Claim 51, characterized in that it exhibits the following formula (VI) or a corresponding salt form:



20 in which Z, Z' and G independently represent O or S; and at least one of the R_2 and R_3 groups represents a hydrogen, CN, CF_3 , NO_2 , OR_0 , $COOR_0$ or a saturated, linear or branched, C_1-C_{20} , better still C_1-C_{10} , alkyl radical optionally substituted by OR_0 with R_0 being H or a

saturated, linear or branched, C₁-C₂₀, better still C₁-C₁₀, alkyl radical.

56. Compound according to Claim 51,
characterized in that it exhibits the following formula
5 (VII) or a corresponding salt form:



in which Z, Z' and G independently represent O or S; R represents a saturated, linear or branched, C₁-C₁₀ alkyl radical; and at least one of the R₂ and R₃ groups
10 represents a saturated, linear or branched, C₁-C₂₀, better still C₁-C₁₀, alkyl radical, NO₂ or OR₀ with R₀ being H or a saturated, linear or branched, C₁-C₂₀, better still C₁-C₁₀, alkyl radical.

57. Compound according to one of Claims 51
15 to 56, characterized in that it is in the Z form.

58. Cosmetic use of at least one heterocyclic compound of formula (I) or of one of its salts in a cosmetic composition as agent for preserving the amount and/or the activity of prostaglandins in the
20 hair follicle.

59. Use of at least one heterocyclic compound of formula (I) or of one of its salts in the manufacture of a composition intended to preserve the

amount and/or the activity of prostaglandins in the hair follicle.